

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## Trick or Treat, Goblin Time is ripe

IN THE VALLEY OF THE MOON

Last week's headline "Seasonal Downpours are ripe," seemed entirely out of order when the paper was delivered—on a beautiful sunshiny day, with several more following. But the headline made good along about Wednesday when we got a real goody. About 3 inches more, which boosts our already highest record for this time of year in ages.

Of course grape and tomato harvests were hurt, but they tell us there's plenty of wine and catsup in reserve, so no one will suffer.

**If women really dressed to please their husbands, they'd do it a lot faster. VALLEY WATCH REPAIR, Boyes. Christmas gifts!**

Actually, the main story this week should be on preparations for Halloween. In the Springs area, the big event is the party to be staged at the Boyes Springs Food Center, which inaugurated the annual parties seven or eight years ago. Lions club has recently jumped in, and does a lot to help.

There'll be prizes—cash and otherwise—for the best in a number of costume categories, but every youngster who attends—and there'll probably be about 300—will get something—cookies, candy, ice cream, or maybe a dime or half dollar.

The affair starts at 7 p.m. Thursday, Oct. 31, at the south side of the Food Center. Frank Ziliotto of Frank's Hardware is chair-maning the affair for the Lions, with plenty of help from fellow members. No parade, but all you kids are invited to be on hand. And lay off the soaping of car and display windows, please.

**HEMSTITCHING, Covered Buttons, Belt Buckles, Buttonholes, Yardage; Also material and supplies for weddings and formals. John's Sewing Machine Shop, 17580 Hiway 12. WE 8-8152.**

'Tisn't spring yet, nor for quite a while, but we have been seeing California poppies in bloom already. Aren't they pretty, especially right about now?

**LIONS!!! Attendance rules to be enforced. Come on out. All efforts now on Halloween party next week Thursday night.**

**PALMS INN, Verano. Home of the Lions. Our dining tables are groaning with fine food. Cocktails. Meet Carl, Cal and Jim.**

Maybe we should talk a little about Moonbeams advertisers—only there are about 45 of them, and if we mentioned every one, the paper would be filled with that sort of material. But we do think they're all worthy of special mention—for without 'em, where would we be? Maybe we should confine our comments this time to the newer ones—only we love the older ones, too.

Sonoma Ice Delivery comes in this week for the first time. Plaza Fountain comes in frequently, also Ruggles Variety store. John's Sewing Machine shop now has two ads, the second one stressing the Missus' angle, with yard goods, glamorous buttons, wedding and party dress material, etc.

There are many more including a dozen or so eateries, every one of them mighty good, and worth visiting.

Any local businessman can have an ad in Moonbeams (\$1 per issue), only we just don't go out and beg 'em to come in. If we really did, we'd have a paper twice as big—and then we'd be working much harder—and before long it wouldn't be the "smallest newspaper on the west coast." So why should we work any harder?

**SONOMA ICE DELIVERY, First St. East, Sonoma. Phone WE 8-9969. Home delivery. Cubes. Chunk or shaved ice. Beer & soda.**

Richard (Slim) Wallace of Glen Ellen was brought home from Valley hospital last week, much better, but still sentenced to several weeks of recuperation from his serious illness. His many friends throughout the Valley are pulling for him to get as good as ever as fast as can be.

**RUGGLES VARIETY STORE, Sonoma, for Halloween favors, decorations, gifts, sweets—everything. Time's a-wastin'. Look us over.**

Never thought much of that senator from Minnesota—Humphrey—but have learned to like him better of late. We're all for him in his latest demand that Sec. of State Dulles be fired forthwith, if he doesn't resign. He's been a drain on the Ike administration ever since Ike's first election (and wasn't any good in the first place). Rous mit 'im!

**LAZY R & T SHOP, 412 First St. East, Sonoma. Phone WE 8-5160. Tools galore. Leather in bulk. Some furniture. Saw filing. Gadgets.**



Little radio's going—and aren't some of the new songs a pain in the neck? On the other hand there have been some good new ones. The Elvis Pelvis craze is about over, and maybe we'll get more "good" stuff. Let's hope.

**SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.**

Notice to news correspondents (in particular the organization press writers, for clubs, schools, groups). Moonbeams isn't bothered much, but the other papers are. Please! Use typewriter is possible, double spaced. Use only one side of the paper. Write in the third person (don't say "our" or "we," because you're writing from the standpoint of a citizen of the community, not of a group member. And every linotype operator will bless you). P. S. Break up your story into a number of paragraphs.

**PAUL'S OLD RANCHERO, Verano. The Valley's smartest night spot. Cocktails. Dancing. Paul at the organ. Italian meals.**

Yep, our Michigan State team let us down last week, undoubtedly because we didn't have a bet on 'em. So they got beat, are now rated as only 7th in the nation. But from now on, we'll have a bet, and they should go on winning to the end of the season. Wanna bet? No points.

**WALTER GRUNERT AUTO UPHOLSTERY, Feters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.**

There's news in the Valley. Railway Express is moving to the Springs area, taking over the former A&B Movers on the hiway near Verano. Jim Honey, former chief of the Valley of the Moon fire department, had a leg amputated at the Oakland Veterans' hospital. Maybe you could visit him. New photo shop soon to open in quarters next to Boyes Springs Variety store. Bud Delaney's new service station is getting set up pretty fast, and in about six weeks or less he'll be all set. In the meantime his little trailer is being shunted from pillar to post as construction goes on.

**SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.**

Tuesday night at the Palms Inn Kiwanis members paid for steak dinners for the Rotarians, who again won their sixth straight in their annual softball game. It's time the Lions challenged the winners—then there'll really be fireworks.

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**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.**

**BASEBALL NOTES:** Jack Homel, Tiger trainer, is back in his Springs home for the winter season. Comes back every year. Bill Posedel, well known in these parts, has relinquished his job as manager of the Portland Beavers, and joins the Phillies as a pitcher coach. And why shouldn't somebody organize a local baseball team, to play Sunday ball. We could use such a summer attraction. Remember some of the big crowds which filled the local ball park? The park is still in fairly good shape, and could be improved easily. Or why not, maybe, some girls' softball?

**SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.**

The boys and girls of the Merchants' association are now delving into the matter of incorporation of the Springs area as a city. We've been for the idea for years. No one yet has presented a valid argument against incorporation. They're vulnerable on every count. Heavier taxes? Hell, no! In fact, taxes very likely would be lower. Let's really get on with the move, and bring it to a vote very quickly—after first gathering all the facts and presenting them to local citizens a little beforehand. It's coming, of course. But let it be soon. Let's run our own business!

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

Current flu epidemic recalls the "big" one back about 1918. In our little town in Ohio, everybody at any sort of gathering wore flu masks—and it would seem sensible to adopt the practice now—in schools, churches, receptions, dances and the like. Precaution never hurt.

**RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.**

Those who work more or less regular daytime hours—say from 9 to 5—are finding it's dark when going to work and coming home. Daylight savings doesn't seem to make a darn bit of difference at this time of year. Enjoy it—if you can.

**MENDEL'S CAFE, Boyes Plaza. Sizzling steaks, seafood, Spanish specialties. Surprise your guests—bring them here! ..Cocktails.**

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

Notice comes in from Healdsburg Boat club, listing a dance November 2 (90 cents a person) at the famous Villa Chantecler just outside Healdsburg. Bill Wolking, publicity chairman, says there's lots

of boat enthusiasts in the Springs area, and they're especially invited to come on up and enjoy the affair. They dance from 9 till 2.

**TODD CONSTRUCTION - ESTIMATING SERVICE.** Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

**SLEEPING ROOMS** in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

Rummage sales! There's a lot of 'em. Our special favorite one is by the El Verano Improvement club, to be held at its clubhouse November 7-8-9. If you have something to contribute, call Fred Franklin president.

**VALLEY OF THE MOON CLEANING PLANT,** Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

**BATES & EVANS, Funeral Directors.** 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.

No other paper, so far as we could ascertain, had a story about Jerry Nelson marrying Carlene Inskeep last week Tuesday. And we don't know much about it, either. Jerry's a talented mixologist, and Carlene the attractive daughter of Mr. and Mrs. Carl Inskeep of the Palms Inn. Anyway, there was a reception afterward at the inn, and it was a honey—with maybe 150 guests and a wedding cake 3 feet high. The newlyweds have the best wishes of a host of friends.

**GLEN ELLEN LIQUOR STORE.** "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

**NELSON'S DELICATESSEN,** Boyes Plaza. Open Tuesdays, Closed Saturdays. Open till midnight for your convenience.

Last week Thursday, Fred Franklin was honor guest at a surprise birthday party at El Verano Improvement clubrooms—others with birthdays including Fred Franklin Jr., Byril Howden, Frank Jurasek and Colonel Little. Fred got some mighty nice presents, and everybody got some of the best eats ever concocted. 'Twas a grand party.

**R. A. "BOB" MILLER — "Yours for Life"**

Insurance Exclusively

Next to Telephone Co., Sonoma

**LEE STARRETT,** Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Yep, the dog poisoner is again at it. Nice dog got some strychnine in some crab meat down on the avenue, and it's lucky that five children playing in the yard didn't get to it first. Is there anything lower than a human who would poison dogs? He should be burned in oil.

**BUD'S GARAGE,** corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.



**LEE'S CHUCK WAGON**, Sonoma highway. Formerly Fireside. Excellent food. Prime ribs a specialty. Barbecues. Drinkables.

Again it's noted that those football teams which wear black suits, or suits that show up as black on television, usually win their games. And white pants usually win the boxing matches. Check up sometime.

**JIM'S MEATS**, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.  
**ESPOSTI'S LUNCH ROOM**, Hiway 12, Fetters. Short orders, and finest hamburgers in town. Beer and wine, both on and off sale.  
**CHEF CARDINI'S RESTAURANT**, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.  
**ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio**. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Ren Lee, down in Schellville, is one of our favorite providers. Last week he brought us some brown eggs (they paid his subscription), also some magnificent peppers and some blackeye peas. By the way, if you want Moonbeams by mail (cost \$1.29 a year), we'll gladly take produce in exchange—like all country weeklies used to do. Why not let's us make a deal?

**EL DORADO HOTEL**, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.  
**JOHN'S SEWING MACHINE SHOP**, 17580 Hiway 12. Repairs, service, parts. All makes. Vacuum Cleaner experts. WE 8-8152.

WHAT ABOUT US? We readily confess to a bit of puzzlement as to why State Attorney General Edmund G. Brown saw fit last week to suggest federal anti-trust proceedings against the oil industry as an antidote for gas price wars. We always thought anti-trust laws were to prevent companies from getting together to push prices up—not to keep them from competing against one another in forcing prices down.

Anyhow, what about us—the people who pay for the gas? It can't be, surely, that in these days of inflation there is a law against letting the motorist taste even the transitory sweetness of low prices resulting from a rousing sellers' bid for our business.

**OUR RESORT**, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.  
**MISSION CHAPEL MORTUARY**, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

Little Mary had been reproached for her bad table manners and was placed at a table in the corner of the room. Her astonished parents looked up when they heard her saying grace, as follows: "And



thank Thee Lord for preparing for me a table in the presence of mine enemies."

**ADOBE DRUG** (Ray S. Duer), 417 First St. W., Sonoma. **WE 8-2971**  
**Prescription Specialists** **Veterinary Supplies**

**SONOMA GOLF & COUNTRY CLUB**, Arnold Drive. **Noted for finest food, outstanding atmosphere. Clown Room, Unusual!**

**WITCHES' NIGHT OUT!** Batten the hatches and double-lock the barn. Stock up on goodies for the baddies. Halloween is coming, and we're due once more for the trick or treatment.

Once again it's the time of year when pumpkins come grinningly alive; when witches ride their broomsticks out of nostalgia smack into the path of sputnik. It's the time when poltergeists take a night off and let kids in mother's old sheets take over the haunting business.

In this age of TV horror films it must be pretty difficult to come up with anything matching the Halloween shockers of yesteryear. But we oldsters can rest assured that one thing probably never will change. Halloween always will be the night when boy meets ghoul.

**MAC DONALD'S JEWELRY**, Sonoma. **Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.**  
**BANCROFT NURSERY**, Sonoma. **Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.**

How true it is: "Nothing is ever accomplished by a committee unless it consists of three members—one of whom happens to be sick and another absent."

**RICHFIELD SERVICE**, Boyes. **Rebuilding, but on the job all the time. Bud Delaney will serve you—fast and efficient, always.**

**BOYES SPRINGS FOOD CENTER.** **Snappy weather ahead. Get the best in every food and drink, at lowest prices. Take-outs.**

In a letter to a neighboring editor, a Brisbane housewife wrote: "With all the high costs of schools and school bonding that seems to have no end, wouldn't it make sense to have those that have children attending schools pay for the bonds, and likewise let only those that have children vote on the bonds? I'm sure we would not have school-rooms costing \$40,000, and so cheaply built that you have to move into the front seats in order to hear what is being said by guest speakers.

"It is time the grownups started to decide what we need and what we don't need. Why should we pay for schools for our great-great-grandchildren? When they grow up let them build schools for their own kids."

**B & L LAUNDROMAT**, Feters. **Heavy washings? Bring 'em here —save time, money. Wash, dry, iron. Your neighbors come here!**



**FRANK'S HARDWARE**, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

#### HOW'S YOUR GARDEN?

Shop in the nurseries for the variety of pyracantha you need as a fill-in for a bare spot in your landscape. Shrubs are beginning to berry now so you can select the color you desire.

Chrysanthemums are putting on their fall show. But because they have started blooming is no reason to put the plants on a diet. Mums are especially heavy eaters. Another feeding will insure good blossoms later. Disbudding mums strengthens the main stalks and helps produce bigger blooms. It is always a good idea to pinch off some buds even when a mass effect is desired, as chrysanthemums tend to put out too many buds. Stake your mums if you haven't already done so. This will help them withstand any sudden winds or heavy showers. Regular raffia or cloth strips fastened to green nursery stakes will give best results.

**PIZZA headquarters. And Steam Beer! FOUR CORNERS CAFE**, South Broadway. Complete stocks of domestic and imported beer.

**MIKE & ROSE'S BOYES SPRINGS STORE.** Special low prices last three days each week. Finest steaks in the Valley.

#### A PROGRAM FOR THE SPRINGS AREA

A local chamber of commerce, devoted to Springs area promotion.

A bridge across Sonoma river, connecting Craig and Thompson.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

Complete citywide paving, curbing, and sidewalks.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A bank of our own.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

A suitable name for the area, preliminary to incorporation as a city.

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

**PLAZA LIQUORS**, Sonoma, next to Bank of America. Hard and soft drinks, hors d'ouvres. Snacks, pizzas, delicacies.

**DENNY'S COG CLUB**, Boyes. Sportsmen's headquarters. Wonderful drinkables, say our visitors. Let's get acquainted.